

PROPOSED AMENDED CLAIM 1

1. A method for transacting an advertisement transfer from an advertisement distributor to a visitor, the method comprising performing the steps of:

- (a) collecting responses from at least one distributor, wherein a preponderance of the responses have a plurality of attributes and the at least one distributor has assigned to some or all of the attributes an economic value contribution,
- (b) spreading the attributes of the response to form a number of combinations of various attributes,
- (c) determining the price of each combination of attributes by logically and arithmetically aggregating the economic value contributions,
- (d) upon the occurrence of a visitor visitation at a communications node, the communication node electronically:
 - (i) constructing a profile of the visitor containing various attributes,
 - (ii) selecting the combination from the response that includes some or all of the attributes from the profile and that yields the highest price,
 - (iii) contracting, between the node and the distributor of the selected combination, a transference of an advertisement from the distributor to the visitor, and
 - (iv) effecting a transfer of the advertisement to the visitor.